

We claim:

1. A method of evaluating a business proposal, comprising the steps of:

gathering information on the proposal;

accessing information on similar or analogous proposals; and

evaluating the information by computer.

2. The method of Claim 1, wherein information gathered further comprises at least one of revenue elements of the proposal, risks, descriptive information, business issues, business goals, a value of the proposal, methods of achievement of the proposal, and an innovation value of the proposal.

3. The method of Claim 1, wherein the information gathering step further comprises answering predetermined questions on at least one template stored in a computer.

4. The method of Claim 3, wherein the answers to at least one predetermined question call up at least one more template of predetermined questions, and the computer uses answers to said questions to evaluate the proposal.

5. The method of Claim 1, wherein the business proposal is from a service provider to a customer.

6. The method of Claim 5, further comprising gathering information on a customer for the proposal, the agents of the customer or employees of the customer.

7. The method of Claim 1 wherein information concerning the customer, the customer's experience with the provider, or the provider's experience with other customers is available in a customer relationship repository of information.

8. The method of Claim 1 wherein information concerning the experience of the provider in providing the service is available in at least one database.

9. The method of Claim 1 wherein information concerning the benefits to the customer is available in at least one database.

10. The method of Claim 1, wherein the cost is calculated as a revenue stream to the service provider.

11. The method of Claim 1, further comprising the step of calculating a benefit to the customer of providing said service to said customer.

12. The method of Claim 1, wherein information gathered for calculation further comprises an assessment of the proposal in light of present business considerations, risks of the proposal, or financial considerations of the proposal.

13. The method of Claim 2, wherein at least some of the information is gathered through the Internet, and further comprising the steps of updating the information and recalculating the cost.

14. The method of Claim 1, wherein the proposal comprises an offer of a service from the provider, and further comprising the step of calculating a way for the customer to pay for the service.

15. The method of Claim 1, wherein the proposal is an alliance, an acquisition, an equity venture, a partnership, an offer for a service, or a venture.

16. The method of Claim 1, wherein the input is provided through a graphical user interface, and the input is in a form of brief numerical or pseudo-numerical outputs.

17. The method of Claim 1, wherein the output is provided through a graphical user interface, and the output is in a form of brief numerical or pseudo-numerical outputs.

18. A method of evaluating a business proposal, comprising:

searching at least one database for information concerning the customer, the proposal and a business environment;

providing financial data concerning the proposal to a computer;

proposing at least one structure for the business proposal, using said financial information and information from the database; and

calculating an advantage of the business proposal.

5           19. The method of Claim 18, wherein the database comprises a client relationship repository of information.

20. The method of Claim 18, wherein the database comprises at least one site on the Internet.

10           21. The method of Claim 18, wherein the step of entering financial data comprises retrieving financial data from at least one database.

22. The method of Claim 18, further comprising the step of entering information concerning at least one of risks, descriptive information, business environment, business issues, business goals, a value of the proposal, and methods of achievement of the proposal, for use by a computer in determining an advantage of the proposal.

15           23. The method of Claim 22, wherein the information is entered through at least one template stored in the computer.

24. The method of Claim 23, wherein the information entered through at least one template calls up at least one template of predetermined questions, and the computer uses answers to said questions to evaluate the proposal.

20           25. The method of Claim 18, wherein the advantage is calculated as at least one revenue stream.

26. The method of Claim 18, wherein the advantage is calculated as at least one revenue stream and includes at least one example of how to pay for the proposal.

27. The method of Claim 18, wherein more than one structure is proposed, and further comprising the step of comparing the advantage of each structure.

28. The method of Claim 18, wherein the advantage is recalculated by a step of entering updated data into the computer.

29. The method of Claim 18, wherein the step of searching comprises a search of at least one Internet site, and further comprising the steps of updating the search periodically, and updating the computer calculation of an advantage periodically.

30. The method of Claim 18, wherein the input is provided through a graphical user interface, and the input is in a form of brief numerical or pseudo-numerical outputs.

31. The method of Claim 18, wherein the output is provided through a graphical user interface, and the output is in a form of brief numerical or pseudo-numerical outputs.

32. A computer system for evaluating a proposal, comprising:

a computer processor;

at least one memory operably connected to said computer, said memory containing data relevant to the proposal;

a computer program for evaluating the proposal, said program residing in said computer or in said memory,

wherein the computer program calculates an output helpful for evaluating the proposal.

33. The computer system of Claim 32, wherein the proposal is from a provider of goods or services to a customer.

34. The computer system of Claim 32 wherein the data comprises information concerning the proposal, a customer, experience of the provider with the customer, or experience the provider has had with this or other customers.

35. The computer system of Claim 32 wherein the computer program further comprises at least one template of predetermined questions, and the computer program uses the answers to said questions to evaluate the proposal.

36. The computer system of Claim 32 wherein the answers to at least one predetermined question calls up at least one more template of predetermined questions, and the computer program uses the answers to said questions to evaluate the proposal.

37. The computer system of Claim 32 wherein information concerning the customer is available is a customer relationship repository.

38. The computer system of Claim 32, wherein the computer program uses a technique of control-action-response in seeking and inputting information from a user of the computer system.